

ABSTRACT

The invention provides an electro-optical apparatus with an enhanced visibility of image in the peripheral region of the active display area, and a method of driving such an electro-optical apparatus. The apparatus includes a mask signal generating circuit that constantly outputs a mask signal to display white. A mask controlling circuit usually outputs a control signal MS to turn on an analog switch and turn off an analog switch. Thus, a display signal on a terminal is supplied to a display signal line via the analog switch, whereby an image is displayed on a display panel. Also, the mask controlling circuit, based on a data line driving signal and a scanning line driving signal supplied from a timing pulse generating circuit, detects the timing to drive each of predetermined pixels in the peripheral region of the display panel, and outputs at the timing a control signal to turn off the analog switch and turn on the analog switch. Thus, white is displayed in the peripheral region of the active display area.